



ELECTRONIC PUBLISHING AND THE INFORMATION SUPERHIGHWAY

Enabling Technologies • Issues • Applications

May 30-June 2, 1995 Boston, Massachusetts

BRUCE -
WE'VE BEEN
WAITING
FOR
LORI TO
RETURN
THE CONTACT
FOR
BOOTH SPACE!

Electronic Publishing and the Information Superhighway, the latest in the cutting-edge series of conferences produced by Dartmouth's Institute for Advanced Graduate Studies, will take place in Boston May 30 - June 2, 1995. Bringing together leaders from all those fields - healthcare, libraries, research, education, scientific applications - where publishing is being impacted by the explosive development of electronic communications, DAGS '95 will be organized in three parallel tracks:

Enabling Technologies - will investigate the latest technological advances coming online today, and tomorrow.

Issues and Implications - will explore such difficult topics as intellectual property rights, security, advertising, and new roles for authors, editors and publishers.

Applications - will cover the current and future uses of electronic publishing via the information superhighway in the areas of Science, Business and the Humanities.

A far-reaching marketing plan is targeting attendees in business, the sciences and the academic world to achieve a unique interaction of disciplines. Like "highbeams on the Information Superhighway," this audience will point the way for the future of this astonishing technology. Via traditional print and non-traditional electronic methods, the word is going out. The attendees at DAGS '95 will not only be accustomed to the rapid-fire pace of these technological developments, but responsible for it as well.

The program for *Electronic Publishing and the Information Superhighway* will cover three and a half days of Tutorials, Conference Sessions, including two days of exhibits. Vendors such as online information services, publishers, and hardware and software companies are invited to exhibit. In addition, a limited number of Corporate Sponsorships and advertising opportunities are available.

For further information call 508/443-3330, ext. 1227



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MARKETING OPPORTUNITIES

Opportunity to Exhibit

DAGS '95 will feature a tabletop exhibit on June 1 and 2. The exhibit will provide an opportunity to demonstrate products, explain services and show your latest publications to a unique and influential audience. **Due to limited space availability, vendors are advised to reserve their space early.**

Exhibit details are as follows:

- * Exhibit Hours are Thursday - June 1 - 10:00am - 7:00pm
Friday - June 2 - 9:00am - 1:00pm
- * A simple booth package consisting of a draped table, two chairs and an ID sign will be provided.
- * All exhibitors will receive a full listing of conference attendees.
- * Exhibit Investment - \$500 if confirmed by January 16, 1995, \$700 thereafter.
- * No power will be provided, but may be ordered by exhibiting companies.

Opportunity to Advertise in the Final Conference Program

All ads are Black & White. Rates are as follows:

Outside Back Cover	\$1000
Inside Covers	\$ 700
Full Page	\$ 500
Half Page	\$ 300

Also Available... Outside Back Cover of the Conference
Proceedings \$1000

more.....

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HIGHWAY**

SPONSORSHIP OPPORTUNITIES

Sponsor a DAGS Scholar

Underwrite a worthy student's registration for DAGS '95. Sponsors will receive credit in the Conference Program.

DAGS Scholar Sponsorship	\$300
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Refreshment Breaks

Refreshment breaks are scheduled at mid-morning and mid-afternoon of each day. Sponsorship benefits consist of signage and a literature table for the sponsor's materials, as well as credit in the conference program*.

Sponsorship of single Refreshment Break	\$500
Sponsorship of a full day (am & pm breaks)	\$800

Conference Agenda Board

Company name and logo prominently displayed	\$650
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Conference Message Board

Company name and logo prominently displayed	\$500
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To reserve exhibit and advertising space, or to discuss Corporate Sponsorship opportunities for your company at DAGS '95, call 508-443-3330, ext. 1227.

Remember, both sponsorships and exhibit space are limited, so call today!